DOCUMENT RESUME

ED 281 238 CS 210 470

AUTHOR McBride, Michael H.; And Others
TITLE Toward a Theory of Psychological Type Congruence for Advertisers.
PUB DATE Aug 87
NOTE 33p.; Paper presented at the Annual Meeting of the Association for Education in Journalism and Mass Communication (70th, San Antonio, TX, August 1-4, 1987). Photographs in appended materials will not reproduce.
PUB TYPE Speeches/Conference Papers (150) -- Reports - Research/Technical (143)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *Advertising; Audience Analysis; Cognitive Processes; Cognitive Structures; Communication Research; Epistemology; Higher Education; *Mass Media Effects; Personality Traits; *Persuasive Discourse; *Reader Response; Recall (Psychology)
IDENTIFIERS Jung (Carl G); *Personality Types; *Persuasive Strategies; Theory Development

ABSTRACT

Focusing on the impact of advertisers' persuasive selling messages on consumers, this paper discusses topics relating to the theory of psychological type congruence. Based on an examination of persuasion theory and relevant psychological concepts, including recent cognitive stability and personality and needs theory and the older concept of personality types espoused by Carl Jung, the paper proposes that researchers return to psychology and persuasion theory and study a simple categorization of the human cognitive process as a potential model for improving persuasion communication in advertising. In addition, it proposes a theory for combining cognitive stability approaches which features Jungian categorization as a cornerstone and notes that inherent in this approach is the need of the human mind for cognitive stability and the drive of the individual to categorize experiences. Finally, the paper discusses a two-phase pilot study designed to test the proposed theory of psychological congruence by investigating (1) whether the congruence of the type of an ad and the type of the product increase recall of the ad, and (2) whether the dominance of the congruent cue would increase recall of the ad. Although, as the paper notes, the sample was too small to demonstrate significance, results of the study indicated that the proposed theory worked in every case, which supported the theory's utility as a predictive model. (Five pages of references are included, and advertisements used in the study are appended.) (JD)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED281238

Advertising Division
1987 AEJMC Convention

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

TOWARD A THEORY OF PSYCHOLOGICAL TYPE CONGRUENCE FOR ADVERTISERS

Michael H. McBride
Advertising Sequence
Department of Journalism
Southwest Texas State University
San Marcos, TX 78666

Carolyn G. Cline
Department of Journalism
College of Communication
The University of Texas at Austin
Austin, TX 78712

Randy E. Miller
Department of Journalism
College of Communication
The University of Texas at Austin
Austin, TX 78712

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Michael H. McBride

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

CS210470

TABLE OF CONTENTS

Introduction....1

Theoretical Background....2

Cognitive Stability Theory....3

Personality and Needs Theory....4

Jungian Typology Theory....7

Keirsey and Bates Temperaments....10

Theory of Psychological Type Congruence....12

Pilot Study....13

Methodology....15

Results....16

Implications....20

Application....22

References....23

Appendices....28

INTRODUCTION

Advertisers perenially seek more precise ways of predicting the impact of their persuasive selling messages on customers and prospects. Specifically, they strive to determine what messages will appeal most to identifiable primary target consumers, an early step in moving prospects to eventual trial, initial purchase or repeat purchase; yet, a universally accepted approach to making such a determination remains elusive. As they attempt to better understand audiences and market segments, advertisers design messages which often empathize with the wants, needs and problems of people; however, consumer behavior, though goal-oriented and purposeful, remains difficult to predict largely because of individual differences in people. Increasingly, it seems, advertisers are concerned about identifying, reaching and persuading specific best prospects. In short, they are pressed to design the right messages for the right audiences.

This paper will accomplish several significant tasks. First, it will examine appropriate psychological concepts and persuasion theory -- generally, recent cognitive stability and personality and needs theory, and, specifically, the older concept of personality types espoused by Carl Jung -- proposing a return to psychology and persuasion theory in an attempt to take a simple categorization of the human cognitive process and to study it as a potential model for improving persuasion

communication in advertising. Second, it will examine more closely the practical utility of Jung's theory, as developed by Isabel Briggs Myers and as recently adapted from Myers' work by David Keirsey and Marilyn Bates, virtually an untapped research arena for advertisers and one which offers promise for predicting the best match of advertising message to audience. Third, it will propose a theory combining cognitive stability approaches, featuring Jungian categorization as a cornerstone, because inherent in this approach is the need of the human mind for cognitive stability as well as the drive of the individual to categorize experiences. Fourth, it will reveal results of a two-phase pilot study designed to test this theory, and it will discuss implications of these findings for advertisers.

THEORETICAL BACKGROUND

Throughout Western culture, man seems to be driven by two constant forces: the need to categorize and the need to realize that individuals are different. Only in this century has the notion been accepted that people are motivated by the same drives, that personalities are formed (or warped) by common experiences and that all seek self-actualization. The Greeks had theories of differing personalities and, since then, scientists have combined this multiple motivation theory with the compulsion to categorize them into types, whether by astrological forces or by bodily humours.

Communications researchers have sustained a clearly-defined body of work attempting to understand human cognition and motivation. According to McGuire (36), about 5 percent of the 25,000 books and articles summarized in Psychological Abstracts each year deal directly with communication effects on attitudes and audiences. He said that an annotated bibliography of the persuasion literature was published (31) which lists over 7,000 books and articles, though restricted largely to recent and applied studies (36). Yet, McGuire noted that the social and behavioral sciences are still at a rather primitive stage of theorizing (36).

Cognitive Stability Theory

Much of the recent research into persuasion theory (47, 56) has in common the notion that thoughts, beliefs, attitudes and behavior tend to organize themselves in meaningful ways (56).

McGuire (36) segments cognitive stability theory into four "families," two of which are relevant to this study: consistency theory and categorization theory. Consistency theory, extremely popular in the 1960s, is founded upon the concept of the individual's necessity to maintain an equilibrium based upon thought rather than upon feeling. The earliest theories of Heider (20, 21) and others (9, 41) were fairly simple models of balance or imbalance. A second approach, the congruence theory as proposed by Osgood and Tannenbaum (42) and as explained as a principle

of cognitive interaction by others (50), was concerned with moving away from stability toward resolution in order to restore equilibrium. They explained that "changes in evaluation are always in the direction of increased congruity with the existing frame of reference (42: 43)."

McGuire's own explanation for the second "family," categorization theory, is of a second class of dynamic theories depicting the individual submerged in a sea of stimuli from the internal and external environments, acting like a filing clerk striving to cope with the stimulation overload by sorting incoming information among existing cognitive categories. This concept has been popular from the turn of the century to current structuralists (e.g. Levi-Strauss and Piaget). It was a popular form of persuasive communication theorizing during the pre-World War II decade. These theories suggest that persuasion involves not so much changing one's attitude or behavior toward a given stimulus object but rather changing one's perception of what is the stimulus object about which one is expressing one's attitude (36).

Personality and Needs Theory

Advertising research seems to have rejected the cognitive stability approach in favor of the affective theories, most notably those psychological approaches used in the affective growth areas made popular by Maslow (33) and Packard (43). The impact of both Gestalt and Freudian-dominated psychology is clear in the use by

marketing researchers of such classic psychological tools as the Minnesota Multiphasic Personality Inventory or the Thematic Apperception Test, which are used on potential consumers, as well as in-depth interviews which at times approach classic Freudian analysis. Behind this approach, according to Larson, lay three assumptions: "First, they assumed that people don't always know what they want when they make a purchase. Second, they assumed that you cannot rely on what people say they like and dislike. Finally, they assumed that people do not act logically or rationally (30: 119)."

However, mass persuaders are not able to accept a totally illogical audience, for then there would be no consistent way to predict behavior. Thus, advertising researchers have attempted to establish categories for consumers based upon wants and needs. Many studies have used personality variables in attempting to explain consumer differences and to link human traits with product appeals (32, 44, 53). Though some researchers acknowledge limited success with gaining broad-based agreement on defining personality (45) and with establishing strong relationships between personality and purchase behavior (13, 19), many admit that personality is an important marketing variable in buyer behavior (10, 13, 27, 46, 51).

Although there is a strong feeling that personality can provide insight into lifestyle elements (19) and could prove a useful variable in analyzing behavior (29), it has

proven far more difficult to categorize personality than lifestyle, although the former would seem the more critical factor, for personality itself "is more deep-seated than lifestyle since personality variables reflect consistent, enduring patterns of behavior (3: 266)." "The prevalent view...is that (personality research) may provide some insight into how consumers differ in their...response to advertising appeals (52: 78)." Britt carries this view still further, writing that, "while personality characteristics differ considerably among individuals, if a communicator is aware of the personality similarities among members of his target audience, he can design his messages for maximum perceiving. The personality of the individual always will be a larger determinant of his actions than any other aspect (4: 179)."

Although not all attempts to segment markets on the basis of personality similarities and/or differences have been successful (45), there are instances where such analyses have helped to exploit the development of products and to devise appeals for a variety of products which tend to play on personality differences in prospects. For example, in the 1950s, efforts were made to segment automobile buyers on the basis of personality differences (15), but even more successful segmentation strategies were later developed, based on personality traits, for categories like women's cosmetics, liquor, cigarettes and insurance (55). Traits such as sociability, autonomy,

self-confidence, dominance, order, adaptability and affiliation (23) commonly have been used. A classic case from the 1970s is the profiling of four personality types of beer drinkers by drinking pattern and age group (1).

Defined, for instance, as specifically as "the dynamic organization within the individual of those psychophysical systems that determine his characteristic behavior and thought (2: 28)" or as broadly as "characteristics that make the person what he or she is and distinguish each individual from every other individual (14: 3)," personality remains a valid realm of investigation for persuaders in general and advertisers in particular.

Jungian Typology Theory

Although Jungian personality type theory has found wide acceptance in many fields, including education (34), business, religion, the health professions, counseling and consulting, it has been virtually unexplored in advertising (11, 12, 24).

Jung (26) posited that people are different in fundamental ways, even though they all have similar internal instincts (none more important than another but preference for how we "function" of considerable importance). Preference for a given "function" is characteristic; thus, people may be "typed" by this preference, resulting in Jung's function or psychological types. In fact, one of the two dimensions of Jungian typology is how a person apprehends internal and external

stimuli (four functions of intuition, sensation, thinking and feeling, plus two attitudes of extraversion and introversion)(16). Jung's typology is often misunderstood and oversimplified, though Jung himself valued his type theory "for the objective reason that it offers a system of comparison and orientation (25: 94)."

Jung said neither that a person is one or the other of any type pair nor that a person does not change in the extent of preference for one or the other over time. Rather, one generally is a "type" to some degree, but the preference for that "function" may strengthen or weaken.

The personality differences concern the way individuals prefer to perceive and make judgments (37). The four functions, together with the two attitudes and with perception and judgment, form the basis for Myers' four bipolar pairs of type preferences (from which is possible 16 unique personality types, considering one or the other of each pair). As described by Myers, they are:

Extraversion (E)/Introversion (I):
The relative interest in the outer and inner worlds. The extravert is more involved with the outer world of people and things, and the introvert's main interests are in the inner world of concepts and ideas.

Sensation (S)/Intuition (N):
The preferred way of perceiving.
Sensing is the method of becoming aware of things directly through the five senses, and intuition is indirect perception by way of the unconscious, incorporating ideas or associations that the unconscious tacks onto perceptions coming from the outside.

Thinking (T)/Feeling (F):
The preferred way of coming to conclusions.
Thinking is a logical process, aimed at an impersonal

finding. Feeling is process by way of appreciation -- equally reasonable in its fashion -- bestowing on things a personal subjective value.

Judgment (J)/Perception (P):
The method of dealing with the world around us. An individual will use the judgment function to shut off perception, to achieve closure and to end a situation. Perception is used to maintain an input of ideas or information or to retain an open mind.

Partly because of the dominance of Freudian theory in the mid-20th century, Jungian type theory was rather neglected until the work of Katherine C. Briggs and her daughter, Isabel Briggs Myers, who developed a measuring instrument for type by testing more than 5,000 medical students and 10,000 nurses, despite the hostility of the psychological establishment (37). The result of their years of research is the Myers-Briggs Type Indicator or MBTI (38, 39), a tool for identifying 16 different patterns of action (40) whose type categories appear to be adequately reliable for adult samples (7, 8) and an example of personality theory instruments "which measure different combinations of traits. Since these scales provide quantitative scores, they lend themselves to marketing analysis and experimentation (51: 170)." The MBTI created international interest in the theory of personality typology and revived interest in Jung's theory of psychological types. But it also revived interest in the ancient theory of four temperaments (indicated by Hippocrates centuries ago and more recently by Spranger).

"The MBTI...and the supporting research stemming from its development expanded and clarified Jung's theory that

seemingly random variation in human behavior is not really due to chance; it is in fact the logical result of basic observable and even measurable differences in mental functioning (48: 216)." Further, "These basic differences concern the way people use their perceiving processes to become aware of people, things, occurrences, or ideas and the way they use their judging processes to come to conclusions about what has been perceived. Since the two together -- perception and judgment -- are central to a person's mental activity, they determine, to a great extent, that person's overt behavior (49: 140)."

Keirsey and Bates Temperaments

Psychologists David Keirsey and Marilyn Bates (28) support Jung's theory of psychological types and the MBTI, but they propose a somewhat different interpretation of the manner in which the preferred functions operate together to effect behavior.

Because they support the concept that people are different and that being different is positive, they say that human growth occurs by differentiation rather than by integration, thereby subordinating the concept of "function type" to the concept of "temperament." Although they acknowledge that Jung's behavior descriptions have great predictive value, they assert that temperament, determined by consistency in personal actions theoretically observable from an early age, "determines behavior because behavior is the instrument for getting us what we must have (28: 30)."

It "places a signature or thumbprint on each of one's actions, making it recognizably one's own (28: 27)."

For the most part, recent research supports the Keirsey and Bates approach (22, 35). Ware and Yokomoto (54) agree that their type descriptions, like Myers', have considerable validity in the eyes of respondents themselves in their study of undergraduate psychology students. Hoffman and Betkouski (22) recommend their grouping of temperament style preferences as one of three models that should be considered by researchers. And, although Guzie and Guzie (18) believe that the 16 MBTI types cannot be reorganized into four "temperaments," which is not what Keirsey and Bates did, McCarley and Carskadon (35), in an extensive study of both the Keirsey and Bates and the MBTI type description elements, found that, in general, elements of the Keirsey and Bates type descriptions are as likely to be perceived as accurate (or inaccurate) as those of Myers.

Symbolized by figures in Greek mythology, the four temperaments are:

> Dionysians (SP: Sensing Perceivers):
> Approximately 38 percent of the population. These are motivated by freedom and action. They value joy and release. They live for and enjoy the present. They lead energetic, spontaneous lifestyles and may become easily bored with routine. They may seem restless and impulsive to other temperaments, but they operate well in high-risk, emergency situations. They tend to be super-realists.
>
> Epimetheans (SJ: Sensing Judgers):
> Approximately 38 percent of the population. These are motivated by duty and responsibility. They value belonging and usefulness. They need to work and feel obligated to social and other units (family, church, company, community, etc.). They may be

considered conservative by some and serious by others, but they tend to be stabilizing influences, taking care of unnecessary details ignored by other temperaments.

Prometheans (NT: Intuitive Thinkers):
Approximately 12 percent of the population. These are motivated by power and knowledge. They value science and theory. They seek to understand, control, predict and explain phenomena. They want to know everything, they covet intelligence, and they can be perfectionists. Logical communicators, they demand high standards and may be considered tense, compulsive and arrogant, oblivious to others' emotions.

Apollonians (NF: Intuitive Feelers):
Approximately 12 percent of the population. These are motivated by spirit and unity. They value ethics and relationships. They seek the possibilities, peace, beauty and important causes. They strongly believe in people and purpose in life; thus, they can help others communicate honestly and openly. They tend to be dramatic and romantic and may seem naive and unrealistic, but they keep searching for deeper meanings, new insights and personal identity.

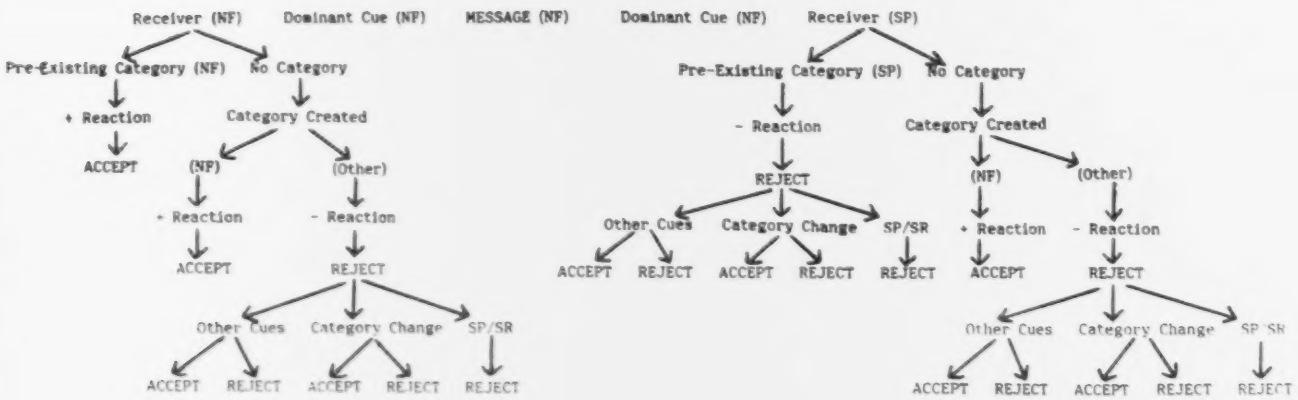
THEORY OF PSYCHOLOGICAL TYPE CONGRUENCE

As the message sent by the advertiser must appear congruent with the receiver's perception of the object's (product or service) type, the authors propose a theory of congruence not unlike much of the earlier work on cognitive stability and categorization but suggest that one of the chief methods by which the individual categorizes many objects is linked to the Jungian theory of type. In other words, a subject may consider object X not only from a purely evaluative stance as negative/positive, or favorable/unfavorable, but also as belonging to a personality type, whether from some intrinsic characteristic or from the way the object has been positioned in the subject's mind. For instance, a sports

car carries the image of the exciting SP; the IBM-PC suggests the scientific NT; the United Way the dutiful SJ, and a guru or self-actualization movement the spirit-driven NF.

The theory of psychological type congruence (Figure 1) proposes that a conflict between the receiver's perception of an object's intrinsic or positioned type and a persuader's portrayal of the object as a different type creates an imbalance in the receiver. Stated more succintly, the receiver will prefer a presentation where the type of the object is congruent with his own perception of that object's type.

Figure 1: Model of Psychological Type Congruence Theory



Pilot Study

Implicit in this theory is the acceptance that many products and services either intrinsically possess a type or can be positioned by the persuader to be representative of the type. In assigning one or more type characteristics to a product or advertisement, the following key word

descriptors were chosen for illustration from Keirsey and Bates:

Dionysian Type (SP):
Freedom, action, enjoyment, live for now, impulsive, restless, exciting, compulsive, crisis-oriented, endurance, strength, boldness, optimism, cheerful, charming, witty, colorful, spontaneous, play ethic

Epimethean Type (SJ):
Useful, dutiful, must belong, responsible, giver, caretaker, nurturer, parental, obligated, pessimistic, conservative, resistant to swift change, traditional, desire for hierarchy, heritage important, home-oriented

Promethean Type (NT):
Intelligent, self-critical, exacting, demanding, perfectionist, fear of failure, verbally parsimonious, work-driven, resistant to emotion, focus on future, need to understand and control nature, competence

Apollonian (NF):
Intuitive, feeling, self-actualization drive, search for subtleties and metaphors, sense of mission, sees good in others, hard to know, visionary, passion for creativity, what might be, romantic, spirit-driven

Advertisers and their products or services can either possess a type by their very nature or by their positioning -- cigarettes have variously been portrayed as SP (the Marlboro Man), SJ ("Catch the Salem Spirit"), NT ("a millimeter longer") or even NF ("You've Come a Long Way, Baby"). In the case of cigarettes, however, the current perception of the product, combined with the Surgeon General's warning, suggests that smoking has become more clearly an SP, i.e. danger-filled, action.

Methodology

The utility of this psychological type congruence theory was tested on a series of advertisements. Students in advertising and public relations classes at two

universities were trained in the theory of types and were asked to classify 50 advertisements, chosen at random from magazines, as to their dominant type. Forty percent of the ads demonstrated a single dominant type (using an intercoder agreement of 70 percent as the cut-off), 30 percent showed a moderately strong primary type with a secondary type, while the remainder were classified as "mixed types," meaning, for example, that the headline was a different type from the body copy. An example of a mixed type would be a Polaroid ad which urged readers to "Give a great Polaroid gift this Christmas" (an SJ message, replete with tradition, giving, sentiment) and which stressed in body copy the technological advantages of the "high-surge Polapulse."

The authors assumed that each major part of a message delivers a "cue" as to the type of the product as it is portrayed; in some cases, the art is the dominant cue, in others the headline, but rarely, it seems, is it the body copy. The "cue" enters the cognitive system of the receiver and reacts with a previous categorization; if there is no categorization, the receiver must create one based upon the cue.

When conflict occurs (if, for example, the dominant cue is NT, but the pre-existent category is SP), the receiver is faced with the problem of reducing dissonance (17). He has several alternatives: he can examine other elements of the ad for cues more consistent with his own

categorization, and consider any congruent cue as dominant, or he can change his own categorization of the product, or he can reject the message outright by selective perception or selective retention.

This led us to two primary research questions:

1. Would the congruence of the type of an ad and the type of the product increase recall of the ad?

2. Would the dominance of the congruent cue increase recall of the ad?

A panel was selected from graduate students in a persuasion class who had received extensive training in the background and application of type theory. They were given 15 advertisements selected from two editions of Which Ad Pulled Best? (5, 6), which feature matched pairs of ads for the same product and the results of selected research methods to measure recall, awareness, persuasion and/or amount of copy read. The various tests had been conducted by Gallup and Robinson Magazine Impact Research Service (MIRS), Starch or Readex, Inc.

Using type descriptors drawn from Keirsey and Bates, students were asked to determine what type (or types) they perceived the product in the ad to be and then to determine the type of the ad as a whole (i.e. "total concept"). They then voted on which ad DID pull best.

Results

The theory of congruence worked in every case, although the sample size was too small to demonstrate

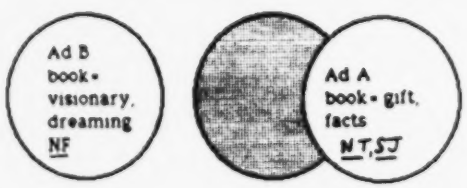
significance. The following example illustrates the process. The ad in question was for the World Book Encyclopedia (Appendix A), a product the panel perceived of as a split type -- NT (for the factual material) and SJ (since it is typically purchased by dutiful parents).

The panel agreed that the dominant cue in Ad A was NT; the assessment was reported to have been made as a result of key words in the headline ("encyclopedia," "facts") and the scientific illustration. The panel considered the ad secondarily SJ ("give" in the headline and, though of less importance, the body copy stressing study and the traditional benefits the reader could give the child).

For Ad B, the panel agreed that the art and headline combined to give a strong cue of NF (the concept of a book's taking one beyond the moon being distinctly NF), a feeling reinforced by the first half of the body copy. By the time the SJ message in the last two paragraphs reached the panel, they had already categorized it as NF.

Which ad pulled best? As a model, the situation can be represented thus:

Figure 2: World Book Encyclopedia



Object: encyclopedia = knowledge, duty to family

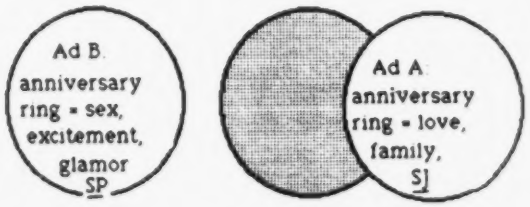
(NT, SJ)

Starch Scores (Women)

Noted 18% Noted 34%

The second example is for DeBeers Diamond Anniversary Ring (Appendix B), ads where the copy was minimal and similar but the visual images drastically different. The panel concurred that, while a diamond might have certain SP characteristics, the cue for the product was the "anniversary ring," a strong SJ concept. The copy offered few, if any, cues for the panel, but they were struck by the art and were in agreement that the older couple, casually dressed, in a loving, familial, almost non-sensual situation, was strongly SJ, while the glamorous pair, younger, more physically attractive, in a more blatantly sexual situation, fit the hedonistic image of the SP. For the panel, the SJ cues of "anniversary" and "marriage" were not enough to overcome the dissonance, and they actively disliked Ad B:

Figure 3: DeBeers Diamond Anniversary Ring



Object: anniversary ring = tradition, family (SJ)

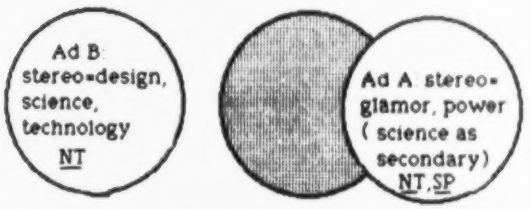
Gallup and Robinson Scores

Recall PNR 6% Recall PNR 13%

In the third example, the intrinsic type for the Jensen Car Stereo system (Appendix C) was not immediately obvious, so the panel examined the two possible positionings for such a product: the linkage of car speakers with fun, speed, excitement, all SP concepts, or the linkage to the technology involved and scientific innovation, NT. To decide what the audience perception of the product might be, the panel considered the placement: Ad A ran in Cosmopolitan, and Ad B ran in People. Neither magazine is aimed at NTs, and it was assumed that the SP concept of the stereo would be more logical in magazines which feature glamor, sex, the fast track and pacesetters.

The panel agreed that the copy was clearly NT for both ads, although Ad B featured some "hot" words to describe comparatively mundane attributes: "150 sizzling watts...torrid 80 watts...." But the panel reported that the copy, though long, was not a major cue for them; rather, it was a combination of the headline and the art. The portrayal of the wealthy, beautiful woman walking away from a Rolls, saying to her waiting chauffer, "Bring Around the Nova, Peter. It has the Jensen," exerting power and exuding sex, cued them to code this ad SP. The drafting table and the careful plans with the cue words of "design" and "digital ready" in the other ad (headlined "Designed to be the car stereo classic!") fit easily into the NT mold:

Figure 4: Jensen Car Stereo



Object: stereo = fun, glamor, power

(SP)

Gallup and Robinson Scores

Recall PNR 6% Recall PNR 16%

The process was repeated for each ad. The panel was overloaded with intuitive (N) types, which resulted in a curious phenomenon. In every case except one, at least one individual (occasionally the majority) would reject the model and select the ad where the elements were not in congruence, simply because of a "feeling" that their choice was better for some reason they could not define. Each time they were confident that, in this case, the theory would not hold. They also were wrong.

Implications

The occasional failure of the panel's intuition and the success of the theory as a predictive model is heartening, but this pilot study is, of course, not significant. The authors intend to pursue the theory with more testing and experimentation but contend that the concept of type congruence is solid enough to be considered when designing campaigns.

Type congruence enters into a campaign in a number of ways. Audiences seem to respond to appeals to which they can relate, and isolating a market by type is relatively simple, since 30 years of research has defined occupations, lifestyles, media habits and other variables which attract disproportionate percentages of types.

These results suggest that simply changing a part of an advertising campaign to appeal to a different type may not be enough to improve recall and achieve the campaign's goals. One ad in the study was designed to sell IBM computers as NF products by positioning the product as a way to unleash creativity and potential. If the product is still seen as NT, a single ad will not alter the image. There still must be a strong NT cue in the ad to reduce potential dissonance.

The concept of positioning has helped advertisers define images of their products and services, or how prospects view them, and this can be of use in solving problems of congruence.

Persuaders can use variations on the panel concept, or even more structured focus groups, to assess which copy or approach might "pull best" with a representative type sampling of the audience. The copy which tugs at the NF authors' own heart-strings might appear verbose to the SP banker. On the other hand, the parsimonious writing style of the NT might bore the NF but communicate effectively to the engineer.

Application

The most reliable and valid method of applying the theory of types to a situation would, of course, be to employ a consultant experienced in type theory (use of the MBTI is restricted to individuals trained in the methodology and ethics of such personality testing). For those without the budget or motivation, the authors recommend Myers' book, Gifts Differing, for a solid grounding in type theory, or the Keirsey and Bates work, with Keirsey's Temperament Sorter included for self-evaluation.

The self-knowledge alone can be valuable but, combined with the insight into the personality type differences of audiences, the application of type theory can be one of the most effective methods of conflict resolution available. The ultimate virtue of Jung's type theory is its non-judgmental nature; individuals differ, but there is no greater value in being an SP than in being an NF. The key is in understanding each other.

REFERENCES

1. Ackoff, Russell L. and James R. Emshoff. "Advertising Research at Anheuser-Busch, Inc. (1968-74)." Sloan Management Review, 16 (Spring 1975), 1-15.

2. Allport, Gordon W. Pattern and Growth in Personality. New York: Holt, Rinehart and Winston, 1967.

3. Assael, Henry. Consumer Behavior and Marketing Action. 2nd edition. Boston: Kent Publishing, 1984.

4. Britt, Steuart Henderson. Psychological Principles of Marketing and Consumer Behavior. Lexington, Mass.: D.C. Heath, 1978.

5. Burton, Philip Ward. Which Ad Pulled Best? 4th edition. Chicago: Crain Books, 1981.

6. Burton, Philip Ward and Scott C. Purvis. Which Ad Pulled Best? 5th edition. Chicago: Crain Books, 1985.

7. Carlyn, Marcia. "An Assessment of the Myers-Briggs Type Indicator." Journal of Personality Assessment, 41 (1977), 461-473.

8. Carlyn, Marcia. "Current Research Practices Involving the MBTI: Design and Methodology." Second National Conference on the Use of the Myers-Briggs Type Indicator, Michigan State University, East Lansing, Mich., Nov. 2-5, 1977.

9. Cartwright, D. and F. Harary. "Structural Balance: A Generalization of Heider's Theory." Psychological Review, 63 (1956), 227-293.

10. Churchill, Gilbert A., Jr. Marketing Research: Methodological Foundations. 4th edition. Chicago: Dryden Press, 1987.

11. Cline, Carolyn Garrett. "Toward a Theory of Multiple Motivations." Presentation to the Annual Meeting of The Public Relations Society of America, Detroit, Mich., 1985.

12. Cline, Carolyn Garrett. "Multiple Motivations." Public Relations Review, Fall 1986.

13. Cravens, David W. Strategic Marketing. 2nd edition. Homewood, Ill.: Richard D. Irwin, 1987.

14. Donelson, Elaine. Personality: A Scientific Approach. New York: Appleton-Century-Crofts, 1973.

15. Evans, Franklin B. "Psychological and Objective Factors in the Prediction of Brand Choice: Ford Versus Chevrolet." Journal of Business, 32 (October 1959), 340-369.

16. Ewen, Robert B. An Introduction to Theories of Personality. New York: Academic Press, 1980.

17. Festinger, L. A. A Theory of Cognitive Dissonance. Evanston, Ill.: Row Peterson, 1957.

18. Guzie, Tad and Noreen Monroe Guzie. "Masculine and Feminine Archetypes: A Complement to the Psychological Types." Journal of Psychological Type, 7 (1984), 3-11.

19. Harrell, Gilbert D. Consumer Behavior. San Diego: Harcourt Brace Jovanovich, 1986.

20. Heider, F. "Attitudes and Cognitive Organization." Journal of Psychology, 21 (1946), 107-112.

21. Heider, F. The Psychology of Interpersonal Relations. New York: John Wiley, 1958.

22. Hoffman, Jeffrey L. and Marianne Betkouski. "A Summary of Myers-Briggs Type Indicator Research Applications in Education." Research in Psychological Type, 3 (1981), 3-41.

23. Horton, Raymond L. "Some Relationships Between Personality and Consumer Decision Making." Journal of Marketing Research, 16 (May 1979), 233-246.

24. Jewler, A. Jerome and Mary Stuart Hunter. "Targeting Advertising Audiences in the Third Dimension Through the Myers-Briggs Type Indicator." Address, 1986 Conference of the American Academy of Advertising, Baton Rouge, La., March 24, 1986.

25. Jung, C. G. Modern Man in Search of a Soul. San Diego: Harcourt Brace Jovanovich, 1933.

26. Jung, C. G. Psychological Types, or the Psychology of Individuation. New York: Harcourt, Brace, 1923.

27 Kassarjian, Harold H. "Personality and Consumer Behavior." Journal of Consumer Behavior, 5 (December 1978), 159-162.

28. Keirsey, David and Marilyn Bates. Please Understand Me: Character and Temperament Types. Del Mar, Cal.: Prometheus Nemesis Book Co., 1984.

29. Kotler, Philip. Principles of Marketing. 3rd edition. Englewood Cliffs, N.J.: Prentice-Hall, 1986.

30. Larson, Charles U. Persuasion: Reception and Responsibility. 4th edition. Belmont, Cal.: Wadsworth, 1986.

31. Lipstein, B. and W.J. McGuire. Evaluating Advertising. New York: Advertising Research Foundation, 1978.

32. Martin, Charles H. "How Major Factors of Advertising Messages Correlate with Basic Personality Dimensions: An Information-Processing Approach." Proceedings of the Annual Conference of the American Academy of Advertising. 1977, 141-144.

33. Maslow, Abraham H. Motivation and Personality. New York: Harper and Row, 1954.

34. McBride, Michael H. A Study of the Relationship Between Community College Faculty Jungian Personality Types and Selected Instructional Variables. Doctoral Dissertation. Texas Tech University, Lubbock, Texas, May 1979.

35. McCarley, Nancy G. and Thomas G. Carskadon. "The Perceived Accuracy of Elements of the 16 Type Descriptions of Myers and Keirsey Among Men and Women: Which Elements Are Most Accurate, Should the Type Descriptions Be Different for Men and Women, and Do the Type Descriptions Stereotype Sensing Types." Journal of Psychological Type, 11 (1986), 2-29.

36. McGuire, William J. "Theoretical Foundations of Campaigns," in Ronald E. Rice and William J. Paisley, eds. Public Communication Campaigns. Beverly Hills, Cal.: Sage, 1981, 15-40.

37. Myers, Isabel Briggs. Gifts Differing. Palo Alto, Cal.: Consulting Psychologists Press, 1980.

38. Myers, Isabel Briggs. Introduction to Type. Gainesville, Fla.: Center for Applications of Psychological Type, 1970.

39. Myers, Isabel Briggs. The Myers-Briggs Type Indicator. Palo Alto, Cal.: Consulting Psychologists Press, 1962.

40. Myers, Isabel Briggs. The Myers-Briggs Type Indicator Manual. Princeton, N.J.: Educational Testing Service, 1962.

41. Newcomb, T.M. "An Approach to the Study of Communicative Acts." Psychological Review, 60 (1953), 393-404.

42. Osgood, C. and P. Tannenbaum. "The Principle of Congruity in the Prediction of Attitude Change." Psychological Review, 62 (1955), 42-55.

43. Packard, Vance. The Hidden Persuaders. New York: Pocket Books, 1964.

44. Patti, Charles H. and Richard W. Mizerski. "Personality and the Use of Advertising." Proceedings of the Annual Conference of the American Academy of Advertising, 1978, 86-90.

45. Plummer, Joseph T. "How Personality Makes a Difference." Journal of Advertising Research, 24 (December 1984/January 1985), 27-31.

46. Rachman, David J. Marketing Today. Chicago: Dryden Press, 1985.

47. Reardon, Kathleen Kelley. Persuasion: Theory and Context. Beverly Hills, Cal.: Sage, 1981.

48. Roberts, Dayton Y., Corinne F. Fox and Charles V. Branch. Investigating the Riddle of Man: A Modular Learning Program. Englewood Cliffs, N.J.: Prentice-Hall, 1974.

49. Roberts, Dayton Y. "Personalizing Learning Processes." Revista/Review Interamericana, 7 (Spring 1977), 139-143.

50. Rokeach, M. and G. Rothman. "The Principle of Congruence and the Congruity Principle as Models of Cognitive Interaction." Psychological Review, 72 (1965), 129-156.

51. Runyon, Kenneth E. Advertising. 2nd edition. Columbus, Ohio: Charles E. Merrill, 1984.

52. Shimp, Terence A. "Application of the Personality Construct in Advertising Research." Proceedings of the Annual Conference of the American Academy of Advertising, 1978, 78.

53. Van Auken, Stuart. "Coupling Life Style and Personality." Proceedings of the Annual Conference of the American Academy of Advertising, 1978, 95-96.

54. Ware, Roger and Charles Yokomoto. "Perceived Accuracy of Myers-Briggs Type Indicator Descriptions Using Keirsey Profiles." Journal of Psychological Type, 10 (1985), 27-31.

55. Young, Shirley. "The Dynamics of Measuring Unchange," in Russell I. Haley, ed. Attitude Research in Transition. Chicago: American Marketing Association, 1972, 61-82.

56. Zajonc, R.B. "The Process of Cognitive Tuning in Communication." Journal of Abnormal and Social Psychology, 61 (1960), 159-164+.

APPENDIX A

A

Complete text of advertisement

Introducing World Book '73

The encyclopedia written especially for students. To answer their questions about sea shells and sea gulls. Popcorn and pop art. Peace pipes, paramecia, and prehistoric man.

The encyclopedia that puts facts and figures at their fingertips. But more important, encourages deeper study and investigation.

Because it's designed to stimulate their imaginations with meaningful articles and illustrations. To help them develop their own unique abilities with special projects. And prompt them to discover new areas of interest with reading and study guides in the Research Guide/Index.

That's probably why World Book is the encyclopedia that outsells all the others. And why it's the one that belongs in your home.

B

Complete text of advertisement

It can take him to Mars, Jupiter,
Venus . . . to the sun itself.

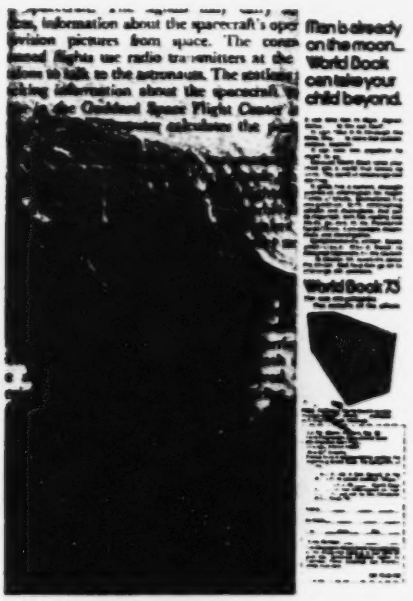
It can take him through the Milky Way . . . to stars that pulsate, eclipse, explode.

It can take him anywhere he wants to go.

Because World Book takes your child into a world that knows no limits. The world of knowledge and learning.

It gives him a current, accurate source of information for major fields of study. Stimulates his imagination with interesting articles and illustrations. And just as important, with the reading and study guides in its Research Guide/Index, it encourages deeper study and investigation.

Comprehensively written. Easily understood. World Book is designed especially for the student . . . to answer his questions about the known. And help him go on to challenge the unknown.

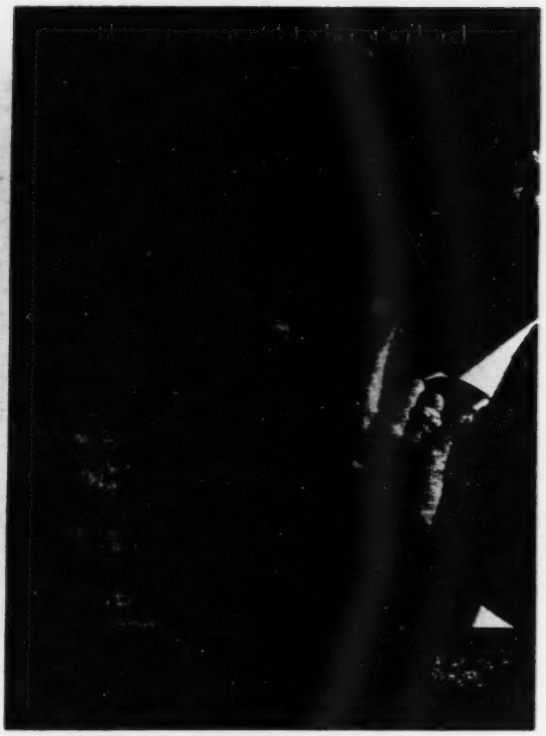


APPENDIX B

A

The Diamond Anniversary Ring.

A band of diamonds that says you'd marry her all over again.



B

The Diamond Anniversary Ring.

A band of diamonds that says you'd marry her all over again.

APPENDIX C

A

Quadrax® four-way car stereo speaker system.

When it comes to car audio, some people are impressed with lights they can see or buttons they can touch. But if it's the sounds you hear that matter most, you'll appreciate the Jensen Quadrax® four-way speaker system.

It not only covers bass frequencies with a 6" × 9" woofer, backed by a powerful 20 ounce magnet and a high temperature 1" voice coil. It also delivers crisp, clear highs at the top end of the spectrum with a fine Jensen 2" piezoelectric tweeter. And there's more.

Two midrange drivers

The Quadrax has two separate drivers to define the upper and lower midrange signals, where most vocals are reproduced. The result is a cleaner, more realistic sound across the entire midrange.

And the Quadrax handles power superbly, to push that sound even further–55 watts per speaker—and delivers a staggering 103dB sound pressure level.

At Jensen, it's not innovation unless it improves sound performance. And we refused to make a four-way speaker system until it could make a difference in what you hear.

The Quadrax does. Give it a listen. It could be a very moving experience.

B

The technological evolution in sound continues. We invented the first car speaker more than 50 years ago and then we invented the legendary Triax® car stereo speaker system. Now we have designed the state-of-the-art car stereo speaker for today's music requirements. The new Jensen Classic Triax car stereo speaker system.

Designed for Performance

Each speaker handles 150 sizzling watts of peak power with a torrid 80 watts RMS. Designed for use with today's car stereo components and the new high definition digital recordings. Yet so efficient, you get plenty of volume out of a standard car radio.

Designed for realism

The 40-25,000 Hz frequency response means you'll hear all the music. The new unitized array and tuned pad ring improve response so you get all the dynamic range in today's music. The bass is more clear than ever before and the new midrange and tweeter allow a smoother blending of music than you've ever experienced.

Designed for endurance

A classic stands the test of time. So whether you invest in the most advanced audio components or explore the digital word of compact disc, Classic Triax will handle it with unparalleled fidelity—today, tomorrow, and years from now.

Designed for smiles

Emotion should never be underestimated. And you'll smile every time you listen. This sound is that good. In the final analysis, your sound system is only as good as your speakers. If your speakers can't play it all, you won't hear it all. So don't buy backwards. Speakers first—and begin with a Classic!